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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet	1	of	3
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Complete if Known


Application Number	09/216,206
Filing Date	12-18-1998
First Named Inventor	David William Roth
Art Unit	3622
Examiner Name	James W. Myhre
Attorney Docket Number	B2745.0025/P0025

U. S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

Examiner Signature	James W. MYHR 	Date Considered	10/14/85
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Application Number	09/216,206
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First Named Inventor	David William Roth
Art Unit	3622
Examiner Name	James W. Myhre
Attorney Docket Number	B2745.0025/P0025

Sheet 2 of 3

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
Jr	CA	Frook, John Evans, "Web sites sell ad space through auction—Despite industry skepticism, Individual Inc. and Netscape try out new strategies", Interactive Age, v2, n20, p. 5, 1 page, Jul. 1995	
Jr	CB	Article by Toland, P., entitled "CNET: The Computer Network Unveils Revolutionary Internet Advertising Tool That Allows Customer Banner Ad Delivery Based on Demographic Information", PR Newswire, Dateline: San Francisco, Dec. 6, 1995 (3 pages)	
Jr	CC	"Sites Dip Into Cookies to Track User Info", 2 pgs, Obtained from Internet site http://www.webweek.com printed from Internet Aug. 5, 1996	
Jr	CD	"Imgis AdForce Features and Benefits", 12 pgs Obtained from Internet site http://www.imgis.com printed from Internet Jul. 28, 1996	
Jr	CE	"About Worldata Worlddata Information Marketing Services", 48 pgs. Obtained from Internet site http://www.worldata.com printed from Internet Sep. 3, 1996	
Jr	CF	"Focalink Welcome to Focalink" 34 pgs. Obtained from Internet site http://www.focalink.com etc. printed from Internet Aug. 8, 1996	
Jr	CG	"Click here for DoubleClick Information Request Form et. seq." 82 pgs, Obtained from Internet site http://www.doubleclick.net printed from Internet Aug. 4, 1996	
Jr	CH	"Cybertimes Start Ups Plot to make the Web Comfortable for Advertisers" 4 pgs Obtained from Internet site http://www.netgravithy.com printed from Internet Mar. 28, 1996	
Jr	CI	"Sites Dip Into Cookies to Track User Info", 2 pgs, Obtained from Internet site http://www.webweek.com printed from Internet Aug. 5, 1996	

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PTO/SB/088 (08-03)

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)		Complete If Known			
		Application Number	09/216,206		
		Filing Date	12-18-1998		
		First Named Inventor	David William Roth		
		Art Unit	3622		
Examiner Name	James W. Myhre				
Sheet	3	of	3	Attorney Docket Number	B2745.0025/P0025

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
<i>JW</i>	CJ	PR NEWswire, "Narrowline Announces 'Brought To You By' - An Internet Advertising Transaction System Now Entering Pilot Period", San Francisco, 12-20-1996, 2 Pages	
<i>JW</i>	CK	Bradley J. Berezna, "Roth Preliminary Motion No. 2", 8-15-2000, 24 Pages	
<i>JW</i>	CL	Bradley J. Berezna, "Roth Preliminary Motion No. 3", 8-15-2000, 18 Pages	
<i>JW</i>	CM	Bradley J. Berezna, "Reply Brief Relating to Roth's Preliminary Motion No. 2", 10-17-2000, 4 Pages	

Examiner Signature	<i>James W. MYHRE</i>	Date Considered	10/4/05
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Substitute for form 1449A/B/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)			Complete if Known		
			Application Number	09/216,206-Conf. #1079	
			Filing Date	December 18, 1998	
			First Named Inventor	Heidi Kay	
			Art Unit	3622	
			Examiner Name	J. W. Myhre	
Sheet	1	of	1	Attorney Docket Number	B2745.0025/P0025

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			

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James W. Myhre

10/4/05



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				Art Unit	3622
				Examiner Name	J. W. Myhre
Sheet	1	of	1	Attorney Docket Number	B2745.0025

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	CA	TAYLOR, CATHY, MediaWeek article, 3/25/1996 from highbeam.com	
	CB	"Advertising on the Internet in the UK", KPMG, London	

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